

Style in the aisle and at the gate

CSAs and FAs will sport new uniforms in early 2011

December 27, 2010



Although flight attendants and customer service agents will wear different combinations, the new collection has a consistent design theme. From left: **Tanya Santana**, **Warren Long** and **Clinton Callender** show off the flight attendant apparel while **Aaron Paul** wears the CSA uniform.

For the first time in 13 years, customer service agents and flight attendants will sport a new uniform look, starting in the first quarter of 2011.

The updated style was selected after nearly two years of work and collaboration. The resulting outfits are stylish and brand-appropriate, lighter-weight, easier to keep clean and more comfortable than the current outfits, said **Jeff Butler**, vice president of customer service – airports.

The lengthy process to choose the uniforms involved many people, including a survey of all customer service agents and flight attendants and coordination with the unions. It was essential to involve the people who would wear the uniforms every day, said **Ann Ardizzone**, vice president of inflight services.

“This was a very high-priority project. It’s important to our brand, especially to find a uniform that all of our employees are proud to wear,” she said.

Flight attendants and CSAs have been modeling the uniforms at employee meetings this fall and the response has been positive, said **Cindy Petchnick**, director of inflight base operations and a member of the committee that chose the uniforms.

“The chance for employees to see and feel the uniforms has meant a lot,” Petchnick said. “We attempted to create a professional but warm and approachable uniform, with colors that represent Alaska and the Pacific Northwest — something that will be different from other airlines and speaks to our company’s success. I think we succeeded on all counts.”

The uniforms, which consist of a mix-and-match set of pieces, include a vest, shirts, dress, sweater, slacks, shorts, jackets, tie and scarf. The pieces were designed by TwinHill Corporate Apparel, a division of Men's Wearhouse. The uniform color scheme, developed specifically for Alaska Airlines, mixes bronze and blue to represent the sea, sky and earth, as well as the Northwest.

One unique aspect of the uniform is a blue and bronze print scarf with a Native American raven design produced by Bill Helin, a Canadian jewelry designer and graphic artist who has roots in the Tsimshian Nation tribe.

Besides meeting all the requirements to produce uniforms, TwinHill is known for being socially responsible. The blue shirt uniform piece is made of fabric that contains 45 percent recycled soft drink plastic bottles.

Employees seem to appreciate the uniform's practicality and style.

"The fact that the new uniforms are washable and only a few pieces need to be dry-cleaned is a big plus," said **Mindy Dehaan**, a Seattle-based customer service agent.

"I love the new uniform," Seattle-based Flight Attendant **Tilli Buchanan** said. "They're very comfortable, light and flexible."

The way CSAs and flight attendants order their uniforms will also change in the new year, saving Alaska Airlines money in excess inventory. Employees will order uniform pieces from an online catalog maintained by the supplier. The retail-inspired design of the uniforms is also intended to require less tailoring. CSAs and flight attendants are being allotted a budget, based on their union contracts, to buy clothing items they prefer.



Customer Service agents and Flight Attendants show off their new uniforms during home-grown version of “Project Runway.”



Vice President of Inflight Services Ann Ardizzone (left) introduces Linda Gunnerson, who says she designed the new uniforms to be “functional”, while reflecting Alaska brand image. Bill Helin, creator of the flight attendant scarf, stands behind Ardizzone.



Anchorage Customer Service Agent Suzanne Druxman opens the fashion show modeling the new CSA uniform.



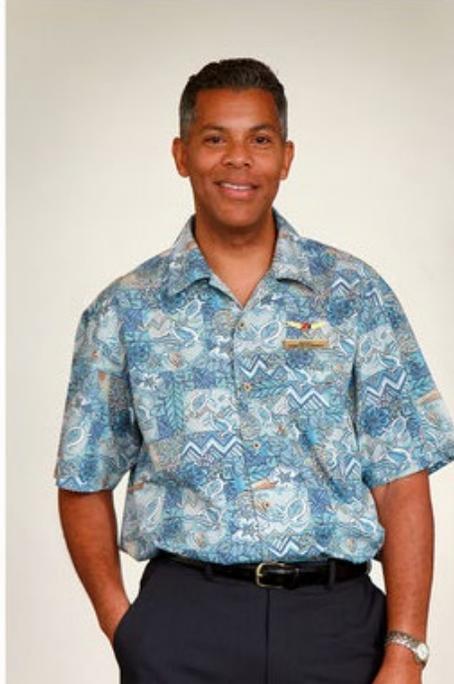
Flight Attendants Tania Santana (left) and Inflight Training Instructor Megan Brown model the short- and long-sleeve versions of the new inflight uniform.



CSAs Loren Burnett (left) and Mindy DeHaan will look and feel cool this summer in their casual uniform.



Flight Attendant Clinton Callender (left) models the uniform with a white shirt, while Flight Attendant Warren Long adopts a more fashion-forward look wearing the Gramercy print shirt.



Flight Attendants Salia Ricciardelli and Mark Oliver say 'Aloha' in the Hawaiian print shirts they'll wear on flights to the islands.



Among the uniform pieces for flight attendants are a bronze sweater (modeled by Flight Attendant Rick Johnson) and hooded raincoat (worn by FAs Tanya Santana and Ricciardelli).



Although flight attendants and customer service agents will wear different combinations, the new collection has a constant design theme. From left, Tanya Santana, Warren Long and Clinton Callender show off the flight attendant apparel, while Aaron Paul wears the CSA uniform.



While it's chilly out, customer service agents will have the option of wearing a variety of heather navy sweater styles, one of which is modeled by Lead Customer Service Agent, Mike Hutton.



Flight Attendant Al Chin strikes a casual pose wearing the bronze and mock turtleneck sweater shared with CSAs and flight attendant dress jacket.



CSA Aaron Paul looks like he just stepped out of GQ magazine in his sophisticated business suit-style uniform.



Slacks, vest, and Gramercy print blouse round out the ensemble for flight attendant Tilli Buchanan



Flight Attendant Instructor Megan Brown and CSA Aaron Paul demonstrate the coordinated design.



With the ability to mix and match from a variety of sweaters, scarves, and other items, employees will not need to wear the same thing every day.



Alaska's aircraft livery in the 1950s inspired the gold thunderbird symbol embroidered on the new pieces.



Flight Attendant uniforms have come a long way. FA Sandra Cord models the Gay Nineties outfit her predecessors wore during Alaska Airlines' Golden Nugget era.